

**Utah Office of Tourism  
Board Meeting  
Friday, February 10, 2017 – 10:00 a.m.  
Vivint Smart Home Arena  
301 South Temple  
Club South Room – Level 6  
Salt Lake City, UT 84101**

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**Present**

**Board Members**

Joel Racker  
Sara Toliver  
John Holland  
Brian Merrill  
Shayne Wittwer  
Glen Overton

Nathan Rafferty  
Greg Miller  
Kym Buttschardt  
Lance Syrett  
Mike Taylor

**Absent**

Kathy Hanna-Smith

**Staff**

Vicki Varela  
Jay Kinghorn  
Barbara Bloedorn  
Lorraine Daly  
Cicily Kind  
Becky Johnson

David Williams  
Kaitlin Eskelson  
Shaylee Read  
Jessica Wilson  
Celina Sinclair  
Emily Moench

**Guests**

Monique Beeley  
Kylie Kullack  
Randy Cook  
Nan Anderson  
Pat Holmes  
Chris Newton  
Neka Roundy  
Paul Jewkes  
Kaylee Comstock  
Hannah Pelletier  
Peggy Conway  
Shawn Milne  
Jeremy Chase  
Jason Marden  
Cami Anderson  
Haley Rodgers  
Joan Hammer  
Randy Rhodes  
Cody Draper

Adventure Utah  
Struck  
Davis County Tourism  
UTIA  
Visit Salt Lake  
Go-Utah.com  
Davis County  
Utah.com  
Utah.com  
Love Communications  
Love Communications  
Tooele County  
Struck  
GOED  
Masters of Tourism Student  
Davis County Tourism  
Box Elder County Tourism  
Utah.com  
Utah.com

**WELCOME**

Joel Racker called the meeting to order and welcomed the board, staff and visitors. He thanked Greg Miller and the Vivint Smart Home Arena for hosting our meeting. He then asked Greg to do a brief

welcome and talk about what's going on at the arena.

Greg welcomed the board and visitors to the Vivint Smart Home Arena. Greg then shared some history of how the original arena and the Jazz came to be in Salt Lake as well as details on the upcoming remodel of the arena. The original arena opened as the Delta Center in October 1991 and the budget was \$66 million. The basketball court is named in honor of Larry H. Miller who spearheaded the construction of the building. The remodel of the arena has begun and will include renovations inside and outside. The major portion of the remodel will begin March 20<sup>th</sup> and will be done by September 27<sup>th</sup>. The budget for the remodel is \$125 million. Greg provided a slideshow that showed some details of the look and feel of the new arena.

Joel then asked the board, staff and visitors to introduce themselves.

## **MINUTES**

**MOTION:** Sara Toliver made a motion to approve the minutes from the board meeting held January 13<sup>th</sup> in Salt Lake. Greg Miller seconded the motion. The motion passed.

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- The legislative session has been going well. We are getting very good feedback regarding our marketing strategies.
- The key question Vicki is asked is about how we are going to create enough recreation infrastructure to support the great brand promise that we have created.
- The need for more regional collaboration.
- Convention and meeting marketing.
- Bears Ears tourism discussion – our role is to continue to deliver great opportunities with the substantial recreation offerings that are available and create huge economic benefits. \$1.15 billion dollars in state and local tax revenues generated last year by the \$8 billion in tourism spending. That is the most important contribution we can make to that conversation.
- HomeAway Inc. is moving along the path to collect TRT statewide.
- Congratulations to Nan Anderson. She will be accepting a position as a rural coordinator for the Governor's Office of Economic Development. She will begin her role on Monday, February 21<sup>st</sup>. She will be missed in her role as Executive Director for UTIA. Joel Racker presented Nan with a thank you letter from the governor as well as a plaque that was signed by board, staff and partners of the industry. Vicki thanked Nan as well for everything. Nan expressed her appreciation and told everyone to continue working together on the challenges and opportunities.

## **CO-OP MARKETING COMMITTEE REPORT**

John Holland gave a report on discussions the co-op committee had in its meeting yesterday. No final decisions were made in this meeting. Items covered were:

- Potential enhanced reporting options.
- Round 2017 cap discussion.
- Funding for applications under \$10K.
- Technology advances in tracking visitors to Utah will help tracking our advertising more effectively. Will be an important tool for the committee and our partners in using the co-op funds more effectively in the future.
- Eligible tradeshow that can be supported.
- Regional marketing strategies.
- CRM updates – online system for applications.
- Application deadline will be June 22<sup>nd</sup>. The dates for the interviews have not been set.

## CAFETERIA PLAN UPDATE

Kaitlin Eskelson reported on the following:

- New Trip Advisor International Hub includes a new hidden gem section and Utah event section.
- A 5-page article based in the UK that focused on everything Yellowstone loop.
- A 27-page article based out of France focused on national parks, state parks and off-the-beaten-path.
- Cafeteria Program: Last year \$850,000 was allocated for the cafeteria program opt-in. This program is a 1 to 1 match. The program is international and domestic with a tourism option. There was an August and January opt-in. One of the key components of the program is a content opt-in that is more affordable for partners that don't have photos and videos. The UOT contributions were \$779,873.

## MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- **Dashboard Results:** Dave reviewed the dashboard measurement results for Tourism, Domestic and International including but not limited to TRT distribution, unique visits to VisitUtah.com, and publications in top targeted, social media by engagement rate and landing page hits. This information was provided to the board in a handout.
- Working with our partners at Struck on our “More Mountain Time” winter campaign for next year. Location scouting is in process. The ads will focus on millennials, families and baby-boomers. Currently looking for cast members for the ads. Filming will occur the week of February 20<sup>th</sup>. Also working on the 3-season campaign. National cable advertising will include “The Mighty 5” and “The Road to Mighty” ads and we will be in some spot markets.
- **American Park Network Advertising:** Dave asked the board to entertain a motion to allocate \$50,000 from the 3-season campaign for a print ad in the American Park Network brochure. The ad would be in the Utah National Parks brochure as well as the other national park brochures around the country. We would also receive 225,000 brochures to distribute to our partners to be used at trade shows all over the world and in our welcome centers. Nathan Rafferty reported that the marketing committee is in full support of this request.

**MOTION:** Mike Taylor made a motion to appropriate \$50,000 out of the 3-season campaign to purchase the ad in the American Park Network brochure as outlined above. Glen Overton seconded the motion. The motion passed.

## ZION CORRIDOR & VISITOR USE MANAGEMENT PLAN UPDATED

Jay Kinghorn reported that the UOT has been closely involved with the overcrowding issues at Zion National Park. Some of our staff has been attending meetings with local partners in that area. Jay also reported on the following items:

- The park will start the shuttle service early this year beginning on President's Day weekend and over the weekends through March 11<sup>th</sup> and then will kick in full time.
- Highway SR-9 will be under construction this spring. Phase 2 will be next year.
- There will be new developments along Kolob Terrace.
- WZ3 (Western Zion Interagency Communications Group) are meeting quarterly and our office has been in attendance discussing issues such as transportation, communications and messaging and community character.
- Working to focus on the right visitor, with the right mindset and provide them with the right

information.

- Zion Visitor Use Management Plan: evaluating how to handle these crowds for the long term.

## **UTIA UPDATE**

Nan Anderson reported on the following:

- TMPF – the legislature has committed to provide \$18 million of on-going funds.
- Liquor legislation, short term rentals, and sales tax exemptions for guides and outfitters.
- Tourism partners and DMOs should be receiving the weekly bill tracker information.
- Tourism Day on the Hill will be Monday, February 13<sup>th</sup>. Expecting 360+ in attendance. Lunches will be delivered right before noon. The Governor and Lt. Governor will be joining us. Please be sure to wear your Tourism Works buttons. Prior to the lunch, exhibitors can set up. Also at 9:00 am the UTIA meeting will be in the state office building auditorium followed by “Lobbying for Tourism 101” training at 10:15 am.
- Provided the audience with a legislative directory to help everyone get to know their legislators.
- In 2018, Tourism Day on the Hill will be held Monday, January 22<sup>nd</sup> which is the first day of the session.
- Nan thanked Struck for donating all of the graphic works for Tourism Day on the Hill.
- The tourism conference committee is seeking suggestions for speakers for the conference scheduled to be held in Vernal, September 12<sup>th</sup> – 14<sup>th</sup>, 2017. Registration begins March 1<sup>st</sup>.
- Nan thanked all of the partners for their support. She reminded them that she will still be working with them on the state level. The audience gave Nan a standing ovation.

## **NEW BUSINESS**

Kym Buttschardt asked Nan Anderson to tell the audience about her new role with the state. Nan reported that she will be a Rural Business Development Program Specialist for the Governor’s Office of Economic Development. She will be involved with tourism as well as resource management to help provide counties with new funding in central and southern Utah.

Barbara Bloedorn reported that there will not be a board meeting in April due to a conflict with the Governor’s Economic Summit on April 14<sup>th</sup>. There will be a board retreat on May 11<sup>th</sup> in Torrey followed by a board meeting on the 12<sup>th</sup>.

## **PUBLIC COMMENT**

Mo Beeley reported that she is continuing to work on an annual tourism guide. The Adventure Kids guide has been well received since it came out in December. The next edition comes out in late April and the tourism guide will be out in early April.

Meeting adjourned. The next board meeting will be held in Torrey on Friday, May 12<sup>th</sup>.

